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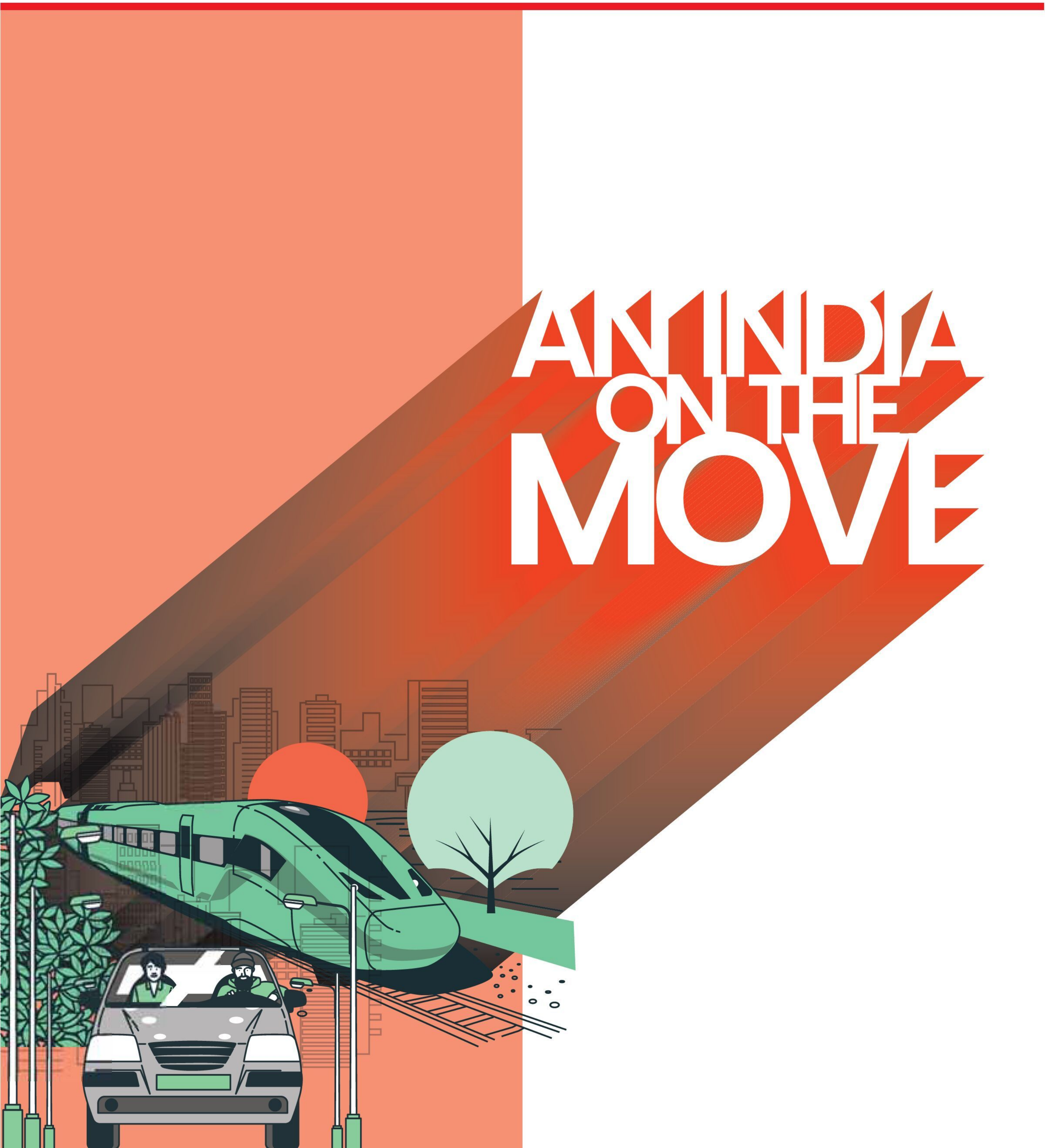

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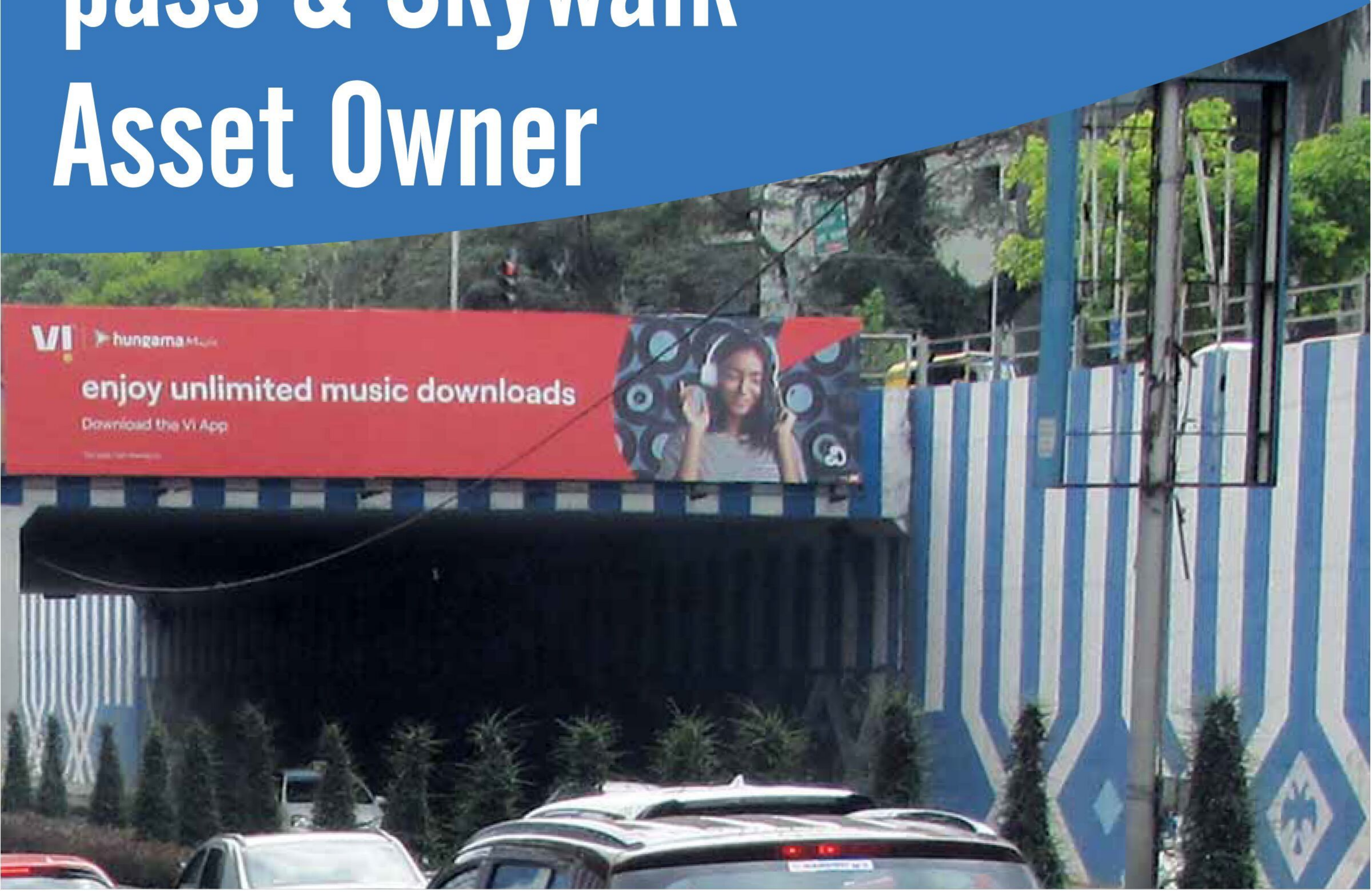
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AUDIENCES EVERYWHERE!

Transit media business opportunities in the Metro rail networks, the lifelines of India's growing metropolises, are endless. Stating this in an exclusive interview with Outdoor Asia and Media4Growth, Col. Shubhodoy Mukherjee, CEO of Mumbai Metro One - that is undertaking significant network expansion - has underlined the importance the Metro rail corporation attaches to non-fare revenues, a key part of which flows in from advertising. Transit infrastructure development is taking place at an unprecedent pace across the country, evidenced by the opening of expressways, modernisation of railway stations and introduction of high-speed trains, expansion of existing airport infrastructure in the non-metro cities and launching of greenfield airports, among others. A young India on-the-go, spending a major part of their waking hours away from home, and transiting through various locations within cities and between geographies has created sufficient grounds for the transit infrastructure providers as well as the advertising ecosystem to leverage the moving attention economy in compelling ways.

As new and innovative formats come up in the transit media space, mainly powered by digital technologies, a similar trend is now visible in the cities as well where traffic facing outdoor DOOH media are being set up, wherever the urban local bodies have amended the outdoor advertising norms to permit roadside DOOH advertising displays. As media companies make headway in these areas, there is much inspiration to be drawn from a DOOH company like Branded Cities that operates iconic and premium DOOH sites across the US and Canada. In this edition we have featured an interview with Denise Levine, CRO of Branded Cities on the company's business journey.

We have also directed the spotlight on the OOH business in the Delhi NCR market and the DOOH display solutions segment.

Happy reading!

RAJIV RAGHUNATH
Managing Editor

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Editor & Publisher: **Vasant Jante**
Managing Editor: **Rajiv Raghunath**
Sr. Associate Editor: **N. Jayalakshmi**
Designer: **bbfmDESIGN**

Business Head
Akash Jante - 97427 73627
akash@vjmediaworks.com

Sales West
Rahul Shinde - 98235 29429
rahuls@vjmediaworks.com

Sales North
Himanshu Agarwal - 84230 00287
himanshu@vjmediaworks.com

Head Office:
#1019/2, 1st Cross, Geetanjali Layout,
New Thippasandra, Bangalore - 560 075.
Tel: 91-80-40522777, Fax: 40522727
Email: subscribe@vjmediaworks.com
Website: www.vjmediaworks.com

Mumbai Office:
201, 2nd Floor, Krishna Commercial Centre,
6 Udyog Nagar, Near Kamat Club, S. V. Road,
Goregaon (W), Mumbai - 400 062.
Tel: 91-022-40234446

Delhi Office:
M5, 3rd Floor, Adani Samsara,
Sector 60, Gurugram, Haryana - 122 102, India.

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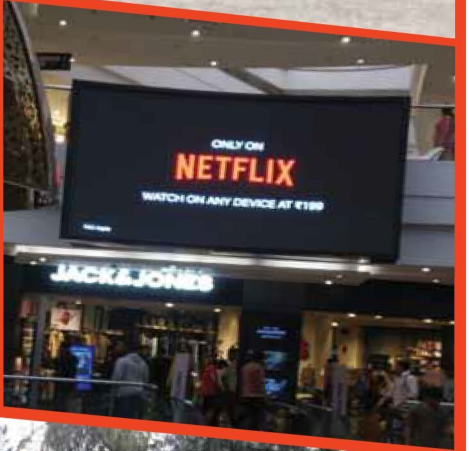
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Col. Shubhodoy Mukherjee, Chief Executive Officer at Mumbai Metro One shares his outlook on the metro rail network's approach to grow the non-fare revenue inflows, and innovative initiatives for expanding the advertising activities in this space. Edited excerpts of the interview with **Nimisha Shah**:

MUMBAI METRO ONE PVT LTD

Globally, in the transit infrastructure sector there is renewed thrust on enhancing commercial revenues or non-fare revenues. What is the Mumbai Metro One perspective on this? What factors will bring more private participation and with that greater non-fare revenues inflows to Mumbai Metro One?

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On what non-fare revenue means to Mumbai Metro, I would like to proudly tell you that we are one of the Metros with the largest percentage of non-fare revenue in our entire revenue model, that is about 16% -- quite large for a Metro system with a single line system.

As you know, in Mumbai we had a single line running between East and West till about a month ago. Having said that, the non-fare box for us is the focus area for creativity, for innovation, for thinking differently for increasing our overall revenue pie.

On the other hand, we feel that the commuter moves through an area of experience which the non-fare box provides in the most suitable way, whether it is retail -- you know they can do their shopping while on-the-go or interact with very interesting brands through our advertising medium. So, yes it occupies a very important space, both from a commuter perspective as well as from a revenue perspective.

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Now, as far as the second part of your question is concerned, the possibilities in transit – and particularly in the Metro which are the newer lifelines of the growing metropolises of India -- are endless. For instance, we still haven't got to the idea of making the Metro station a destination. When we say destination, people go to Times Square to see the bright ideas that ooze out of the buildings there. A similar experience can be created in all the transit stations.

There is so much scope for utilising digital OOH in the transit space where the duration of eyeballs for any product or brand is very high, as well as the space is premium. So, if you plan to launch a product, I think this is one of the best spaces to plan for. These are some of the areas that we are trying to create.

One of the factors that always come in between is occupancy versus the yield. While we work on the occupancy, we always ensure that the brands get noticed; that there are spaces where premium eyeballs do come up. Those are the areas where we need to work with advertisers, OOH media and the agencies.

More specific to OOH advertising on the Metro network, how would you assess your organisation's engagements with OOH firms?

Oh! It's been excellent. Although we have had a single partner right from the beginning, we are open to various ideas which we see in other Metros and other transit areas like airports, bus stations, and even those seen abroad.

Our whole concept of the outdoor is that we were the first to introduce stations naming for brands. Mumbai Metro One started branded stations and thereafter many Metros took it on and found it quite profitable and interesting.

The whole station gets wrapped up in a brand and you have jingles playing on the train. For instance, we have a branding whereby when the train approaches the branded station, the jingle starts to play. So, the association with the brand is very strong.

Now as far as the partners are concerned, we are always striving to create more and more inventory, like the Metro pillars, and outside of the station which currently we are not doing is another property that we are trying to build up. The bridges at the intersection of the roads are another set of properties.

These are the specific out of home areas where we are thinking of creating very intelligent and digitally advertising formats.

Do you see scope for wider engagements with the OOH industry as Mumbai Metro One expands its rail network?

Mumbai is one city which is really at the cusp of a huge Network coming up in the next 5-6 years. We are going to be about 100 kilometres of Metro Network in the next 2-3 years and I see vast opportunities and advanced possibilities for out of home media engaging. You know, these interchange stations, for instance, are one where the commuters will be in transit, moving from one network to another, and possibly they will have a little more time while they take a breather, come down from one line and move into another line.

I'm reminded of the Kings Cross Station in London where four lines converge. It's one of the most coveted stations for people to meet and sit down and have a chat because it's along the transit routes. I think it's a great opportunity for DOOH media advertising.

Other than DOOH formats, has industry approached your corporation for permissions to introduce any new and innovative advertising formats?

Oh! Yes, we had these movie launches. We were the first to come up with these TV serial launches where we created a whole environment in a station for launching a particular serial.

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Some of them that were very unique were about bringing in experiential advertising onto our platforms and which were very interactive.

Do you see any scope of introducing formats like audio advertising?

Train jingles have become very popular. Other than that, we were also planning to bring out some products within the station. Like, we have these digital TVs on the platforms where people typically take some time till the next train comes. There's a waiting area and when they are unoccupied, that's a space that we feel we can sort of use constructively for engaging commuters through audio and video formats. That's one space that we need to really explore.

In the longer run, to what extent are non-fare revenues contributing to keeping the passenger fare within a reasonable range?

The non-fare revenues are a very important part of our revenue box, primarily because it helps in ensuring that the ticket costs are kept within the limits so that people can afford them. In Seoul, South Korea the revenue from the non-fare box is almost as high as 35-40%. So, that's very huge because they are investing into real estate, and they are working in large retail formats.

Those are extremely future looking and very important sources of revenue where you can gain control of the fare products that are there for the common people. The entire Mumbai network is looking very eagerly to ensure that the non-fare part contributes maximum to the entire revenue share.

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What are we doing in terms of generating that or bringing that to the forefront? The most important aspect of non-fare in terms of the commuter engagement comes through retail and then advertisements. The retail part is something that we are working on. In some stations we already have them.

As far as advertising is concerned, the journey of a commuter is not just through a blank space from place A to place B. It's the endeavour of an operator always to make that a happy experience. A part of that happiness is to create aesthetics around the entire journey and when you create beautiful brands and you have interactive media, when you have lovely advertisements that are sort of looking back at the people, it makes great space for good travel, happy memories.

Any message that you would like us to the relay to the advertising brands?

The transit space needs to be uplifted. We are typically used to crowded stations, crowded buses, crowded three-wheelers. This is not how India is going to travel.

In the next 10-20 years these transit spaces will become very important. We need to enhance the quality of these transit environments so that people come to these places with a smile on their faces. To create that, the roles of OOH media, advertising agencies, brands and retail have to become more collaborative.

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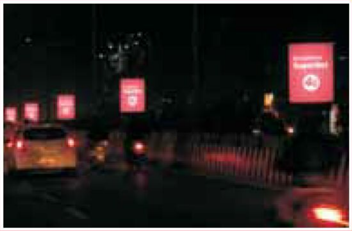

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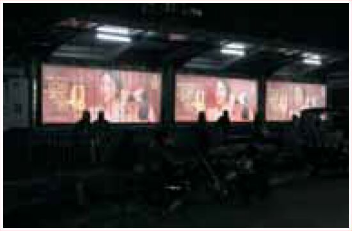

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With an inventory of 3,700 media assets in iconic and landmark locations across North America – including Times Square, Times Square, the Las Vegas Strip, West Hollywood and Yonge-Dundas Square, Branded Cities has a towering presence on the US OOH landscape. The company also commands strong business footprints in Canada where it has ownership of transit media displays, media towers, digital displays, airport advertising. In addition, Branded Cities has a trans-Atlantic partnership with DOOH major Ocean Outdoor in the UK. **Denise Levine, Chief Revenue Officer of Branded Cities** shares her perspectives on the company's business approach in an interview with **Rajiv Raghunath**. Edited excerpts:

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> “Many of the campaigns that run on our signage become part of a client’s social media strategy.”

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What have been the most significant milestones surpassed by Branded Cities in its 25-year business journey?

Where to begin as there have been so many milestones throughout our history! If we look back on the past 25 years, we can see how strong our growth trend has been. From our first spectacular in Yonge and Dundas Square in Toronto to key inventory wins in Times Square, to our acquisition of Clear Channel Canada, to our winning bid with the Port Authority of New York and New Jersey, to new markets and new impactful signage, Branded Cities has played a key role in shaping OOH/DOOH when it comes to the premium and iconic spectacular category.

Your website states “Out of Home advertising, when done well, is the most powerful, engaging and effective advertising medium”. How are you able to achieve this in your engagements with advertising brands?

It all starts with the location and the sign located there. Over the years, Branded Cities has invested in the right locations and the right technology to give our advertising partners the best canvas available for their campaign. From live feeds, to social walls, to cutting-edge anamorphic 3D creative, our spectaculars are engaging to audiences and helps foster the connection between brand and consumer.

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Branded Cities is known for iconic media sites. What factors make an OOH / DOOH site iconic?

The location and quality of our inventory draws advertisers looking to make a statement and in turn makes our sites "iconic." From the Nasdaq and Midtown Financial (MiFi) screens in Times Square, to Harmon Corner on the Las Vegas Strip to our Moxy digital spectacular in Downtown LA, we are where brands and advertisers want to be. Taking this one step further, due to the profile of our spectaculars, many of the campaigns that run on our signage become part of a client's social media strategy, amplifying our displays to millions of additional followers.

You have significant business presence across the US and Canada. And you have a collaboration with Ocean Outdoor in the UK. With DOOH, do you see more global campaigns being launched by MNC brands?

Absolutely. We have seen growing demand from multinational companies looking to make a mark and announce their presence on our premium portfolio of OOH/DOOH assets. For many companies, as an example, there is a feeling of "we made it" when their logo can shine down from our iconic Nasdaq Tower display onto audiences in Times Square.

Is there scope for programmatic DOOH when it comes to iconic media?

The demand is certainly there and we have grown our side of the programmatic business significantly since we began onboarding our inventory on programmatic platforms in 2019. Just like a traditional advertising campaign, digital programmatic marketing also wants to be able to deliver impact for the clients and that's where Branded Cities comes into the picture. We are able to provide digital marketers access to our premium and iconic inventory in a transparent and easy way.

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Would Branded Cities expand its global footprints to the APAC region?

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Making Haste, Slowly

Specialist agency heads take stock of
how pDOOH is shaping up in India.

-by Rajiv Raghunath

A report on programmatic DOOH trends in the US released by the supply side platform (SSP) Place Exchange in early March is illustrative of the onward march of pDOOH business. The report, based on comparative data covering H1 2022 and H2 2022, states that "billboards continue to be the largest single asset category by spend, but with increasing screen counts, other formats (notably place-based screens/TVs, display panels, and kiosks) have grown to represent a significant portion of overall programmatic OOH spend."

The report also cites that "video continues to represent a sizeable portion of spending, at roughly 40% of programmatic OOH spend on video-enabled screens."

In terms of advertising categories, the fastest grown in the pDOOH space were shopping, personal finance, careers, food/drink, arts/entertainment, and health/fitness.

Closer home, over the last two years that has been a significant increase in the number of DOOH assets coming up in varied formats – roadside, place-based, etc. With markets like the US, UK and Australia seeing an increasing share of DOOH spends through programmatic planning and buying, will a similar pattern emerge in the Indian market?

Responding to this question, **Jayesh Yagnik, CEO, MOMS Outdoor**, says, "DOOH will continue to be the growth driver with its big bright displays. Along with Destination DOOH, digital displays are continuously growing on road across markets. We estimate that DOOH screens have grown from 26k+ in 2020 to 57k + in 2021 to 90k + in 2022. With growth in this universe, the investments of DOOH are also expected to increase thus increasing the share of the media. Programmatic DOOH which is at nascent stage in India has almost 6% share in the current DOOH pie but is expected to significantly grow by 2025."

According to **Haresh Nayak, Founder & CEO of Connect Network Inc.**, "The last two years have been really great for India. The sheer increase in the number of DOOH screens has resulted in a lot of traction from clients. Also, some spectacular screens have come up in large formats, contributing to quality and impact on the overall DOOH scenario. However, pDOOH in India is at a nascent stage with connectivity, data and technology required for that ecosystem take a firm shape."

Dipankar Sanyal, CEO, Platinum OOH and MRP, "It is heartening to see that the DOOH pie in OOH is increasing day by day. The traditional formats converting to digital formats and increasing networks at destination touchpoints are helping the growth of digital OOH."

However, he also points out that "unfortunately in India, pDOOH remains a buzzword without any sting. Media owners are still happy selling the inventory the traditional way and why not if they can command a price. We do work very closely with the current adtech firms providing their platforms for pDOOH but the number of screens on their platforms are so low that planning a campaign programmatically is not possible. However, the market is huge and we haven't scratched the surface yet."

When asked about their particular experience with working with adtech companies that offer pDOOH platforms, Jayesh observes that "there are multiple pDOOH SSPs in business, but there are still some challenges that we face in on-ground execution and reporting."

Haresh on the other hand asserts that "there are a few SSPs that have been working in India and have been doing a great job. We feel the market is doing basic programmatic buying as of now which is also far and few. Our experience has been great and we are seeing multiple innovations coming through from the client end."

Would pDOOH buying step up once the global majors establish their India footprints? On this, Jayesh says, "Yes, we think it will step up but that might take some more time to reach the benchmark due to various challenges seen in a large country like India. One of them being the fragmented market and lack of adoption of similar technology by all stakeholders."

Haresh agrees with the view that pDOOH buying will step up once we have competition and technology making the ecosystem complete.

From an agency perspective, how do you see pDOOH contributing to the business growth? Jayesh responds to this question by saying, "pDOOH is the future of DOOH and we look forward to it. Currently, we are using both DOOH and pDOOH. However, use of DOOH is more extensive as compared to pDOOH which is used for select campaigns and innovative visibility. We would however look ahead to enhancing the usage of both."

"I think this will create more value for the agency to strategise and plan effectively for the clients. Indirectly this will help to consolidate the spends and add scale to agency business," adds Haresh.

pDOOH is definitely a growth segment

Automation, measurement and connectivity to omni DSPs build advertiser confidence and that should be the focus of all our efforts," says **Srikanth Ramachandran, Founder and Group CEO of Moving Walls.**

As DOOH networks grow in the India markets, are you seeing a growing market opportunity for pDOOH here?

pDOOH is definitely a growth segment for DOOH globally and that is also the case in the Indian market. It is growing from a small single digit % of the total DOOH market and hence will post a very healthy growth rate.

There is a prevailing belief that pDOOH solutions being offered to the industry in India are not truly programmatic. What is your view on this?

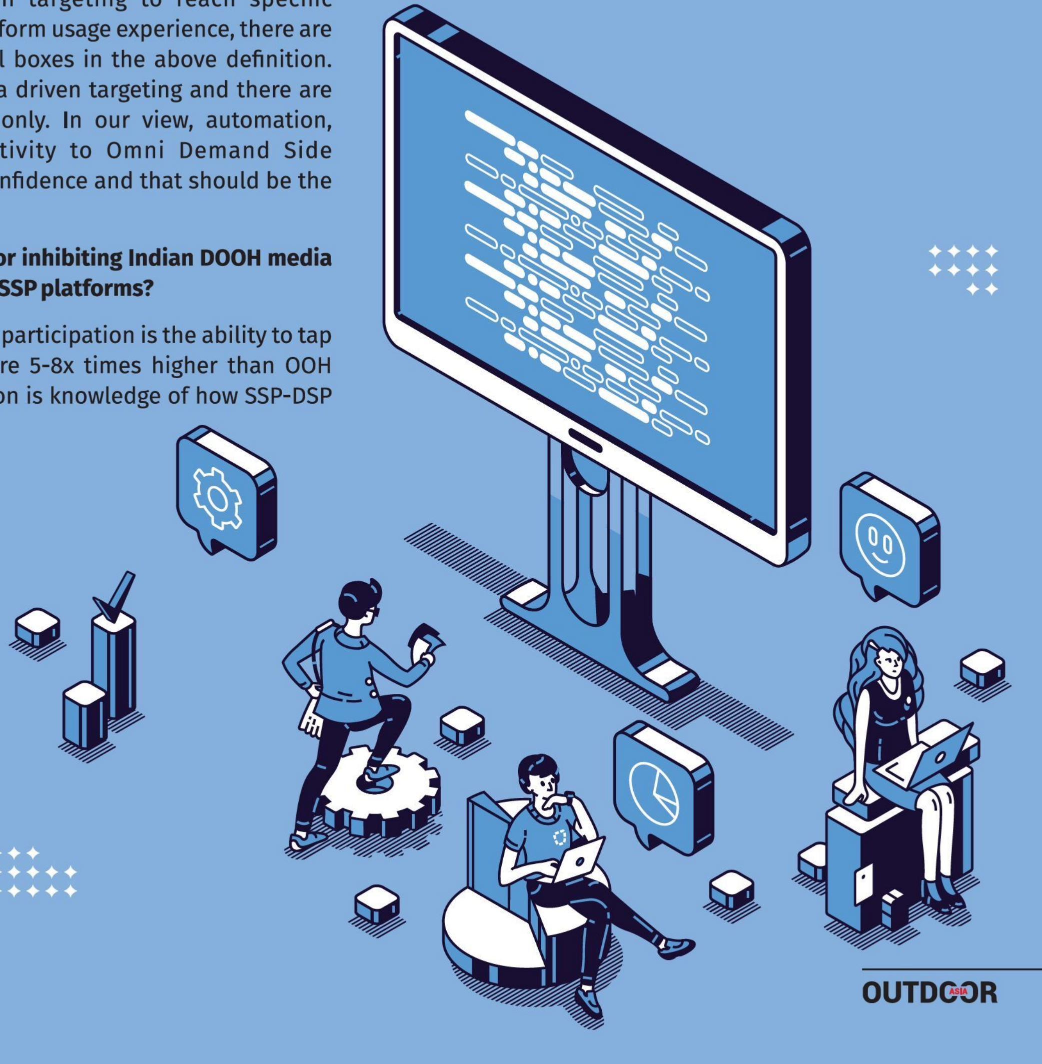
First of all, we need to agree on the definition that pDOOH is automated buying and selling of digital advertising space on screens in public places, using real-time bidding (RTB) technology and data-driven targeting to reach specific audiences. From our own platform usage experience, there are a few campaigns that tick all boxes in the above definition. There are many that use data driven targeting and there are many that use automation only. In our view, automation, measurement and connectivity to Omni Demand Side Platforms build advertiser confidence and that should be the focus of all our efforts.

What factors are facilitating or inhibiting Indian DOOH media owners from participating on SSP platforms?

The biggest factor facilitating participation is the ability to tap into digital budgets which are 5-8x times higher than OOH budgets. The biggest inhibition is knowledge of how SSP-DSP works and the ability to build products for this new channel. I believe that the mistake DOOH media owners make is to see SSP platforms as a sales channel instead of taking control of the technology platform and engaging with digital buyers.

How would you assess your engagement with specialist agencies in India on the pDOOH front?

The specialists have already invested in a platform to plan and measure campaigns in an automated manner. However, the success of pDOOH depends on bringing the best of digital agency programmatic and the specialists OOH knowledge. Some agencies have already seen this potential and are in the process of bringing ooh specialists and digital agency competencies together.



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Our intent is to inspire more companies to test out pDOOH

Working with numerous brands and launching over 500+ programmatic DOOH campaigns has proven that this is a reality, that it has been tested," asserts **Gulab Patil, Founder & CEO, Lemma.**

As DOOH networks grow in the India markets, are you seeing a growing market opportunity for pDOOH here?

The growth of programmatic DOOH is directly linked to the proliferation of screens across India. A DOOH screen is essential for the implementation of programmatic and the delivery of effective and measurable campaigns. Accordingly, even a modest increase in DOOH screens will lead to a burgeoning pDOOH industry. The incorporation of DOOH screens into the digital ecosystem is also crucial to the rapid growth of pDOOH in India and elsewhere. Due to the fact that digital marketing agencies now prioritise DOOH as a digital channel, the industry has seen an uptick in spending.

There is a prevailing that pDOOH solutions being offered to the industry in India are not truly programmatic. What is your view on this?

Those working in traditional out-of-home media (OOH) believe programmatic DOOH is a long way off, while those working in digital are using it to carry out campaigns as part of the digital mix. Working with numerous brands and launching over 500+ programmatic DOOH campaigns has proven that this is a reality, that it has been tested, and that it is ready to advance to the next level with enhanced targeting, measurable results, and more.

In order to be fully programmatic, the pDOOH solutions in India must be fully automated, addressable, data-driven, and interoperable with global demand-side platforms. You should do your homework and investigate the details of the solutions being offered to make sure they're suitable for your situation.

What factors are facilitating or inhibiting Indian DOOH media owners from participating on SSP platforms?

Factors facilitating the growth:

- **More Demand:** Media owners are seeing an increase in demand for their inventory as more marketers look to reach audiences through DOOH advertising and turn to SSPs to help them better monetize it.
- **Increased Transparency:** SSPs provide increased transparency and control over ad placements, which can be appealing to media owners who want to ensure their inventory is sold at fair market value.
- **Improved Targeting Capabilities:** SSPs can provide improved targeting capabilities, allowing media owners to attract more brands and, ultimately, increase revenue.
- **Access to New Demand Sources:** By collaborating with SSPs, DOOH media owners can gain access to new demand sources, such as programmatic buyers, that they might not have been able to reach otherwise.

Factors such as a fragmented market, a lack of awareness, concerns about control, technical barriers, the regulatory environment, and so on could all act as roadblocks to pDOOH adoption.

How would you assess your engagement with specialist agencies in India on the pDOOH front?

Specialised DOOH agencies have a slow time of it getting accepted. I've already mentioned that traditional agencies will take some time to adopt and use this, but I can assure you that digital agencies are eager to do so. They are already actively including pDOOH in their media planning, suggesting it to clients, and frequently putting it to use in campaigns. Our intent is to inspire more companies to test out pDOOH and learn how effective large format ads can be in achieving their business aims.

AI & live gesture tech to the fore

Laqshya Media Group's Inventech teams up with Absolut Glassware to launch a tech-activation campaign called the ABSOLUTALLY Walkway.

Laqshya Media Group's technology innovation & content production business vertical, Inventech teamed up with Absolut Glassware to launch a tech-activation campaign called the ABSOLUTALLY Walkway, a one-of-a-kind campaign that encourages allyship and aims to foster a safe space for members of the queer community.

Inventech created the concept and technology exclusively for Absolut Glassware. The ABSOLUTALLY walkway is an interactive installation that utilises cutting-edge AI and live gestures using customised camera tracking software to create playful coloured silhouettes that inspire and engage.

Florian Sallaberry, Group Head- International Brands at Pernod Ricard India, said, "We are thrilled to partner with Laqshya Media Group on this Absolut Glassware Launch Activation, which showcases our shared commitment to promoting inclusion and diversity. By leveraging the latest technology and new-age tech, we are confident that this campaign will deliver an immersive and engaging experience for the audience. We hope this initiative will encourage more people to join us in our journey towards a more inclusive society."

"We deeply thank Pernod Ricard India for trusting us with the ABSOLUTALLY Walkway project. Our ability to provide innovative and customised tech solutions is a testament to our unwavering dedication to delivering impactful experiences that resonate with our clients and have a profound and lasting impact on society. The ABSOLUTALLY walkway perfectly aligns with our values, and we're excited to showcase this technology at Bandstand, Bandra in Mumbai," said **Amarjeet Hudda, COO of Laqshya Solutions**.

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Absolut Glassware has launched a digital campaign to supplement the on-ground activation to guide people about allyship and being an Absolut Ally. The digital films feature popular influencers, including Dutee Chand, Durga Gawde, Patruni Sastry, Jay Anand, Alex Matthew, Aniruddha Mahale, Maitrayanee Mahanta, Anwesh Sahoo, and Anjali Lama.

"We are thankful to Absolut India for trusting us. Initially, we conceived the idea and then utilised the expertise of our in-house team of coders, software engineers, developers, and animators to develop bespoke camera tracking software for its implementation. Finally, we blended technology and art to produce a visually captivating experience and engage with the audience," said **Sommnath Sengupta, CEO of Inventech**.

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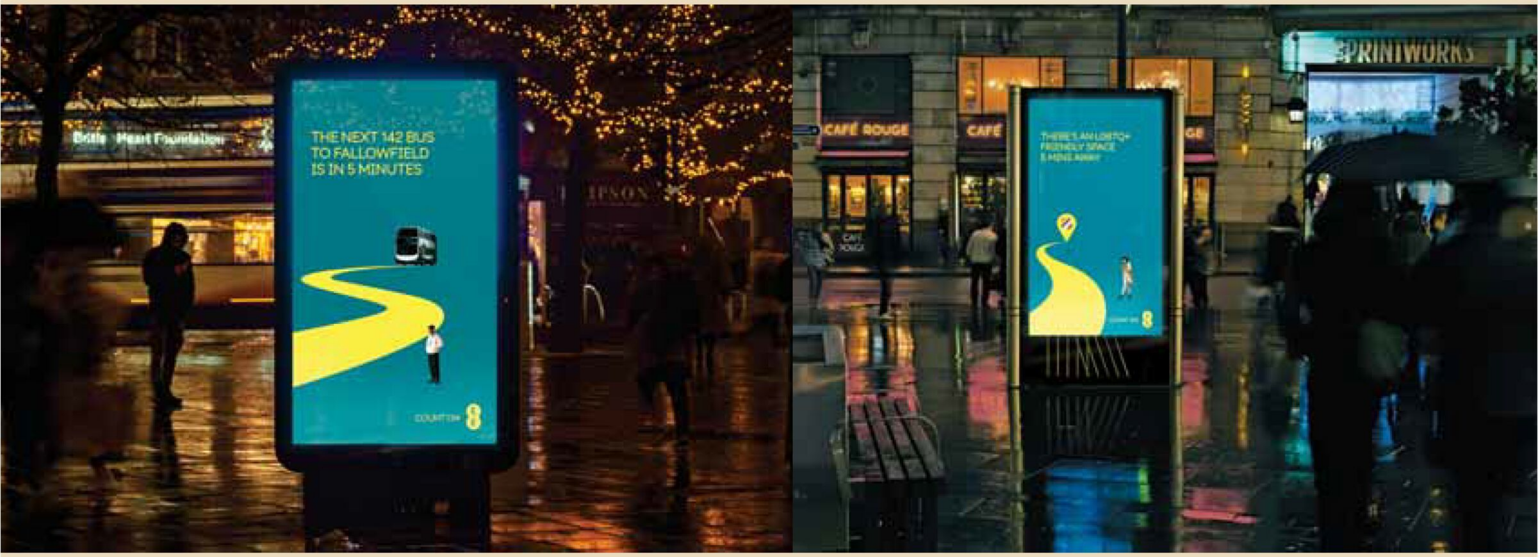
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Helping Manchester 'Stay Connected at Night'

UK's EE uses Ocean Outdoor's DOOH network in Manchester to power this initiative

British mobile network operator EE launched 'Stay Connected at Night', a billboard-led campaign harnessing the power of Stay Connected Data to offer dynamic, technology-enabled routes home.

The EE campaign by Saatchi & Saatchi London, which won first prize in the brand category of Ocean Outdoor's Digital Creative Competition 2022, uses Ocean's OOH technology in Manchester City Centre as a utility to bring to life the security that Stay Connected Data offers by keeping people connected even when they reach their monthly data limit.

Capitalising on the locations of large and small DOOH screens in popular nightlife spots and areas densely populated with students, the creative uses Ocean's live data feed to pull geo-located travel information to help passers' by plan their routes home as soon as darkness falls. The innovative campaign is live from 8pm to 3am every night until March 13, shortly before the clocks go forward and lighter evenings ensue.

From taxi waiting times to train, tram and bus schedules, 42 billboards including The Loop network and nine large format screens use dynamic creative and augmented reality to illustrate travel options and overlaid directions relevant to each location. Screens in four locations will also detect approaching pedestrians and respond accordingly, sharing location-specific travel options. The screens will also brighten, making the surrounding space feel safer. By day, EE's Stay Connected Data creative will show in pride of place on the screens.

The decision to bring the work to Manchester, a city which has one of Europe's largest student populations, was inspired by the Women's Night-time Safety Charter, a scheme launched by Manchester City Council late last year to rally businesses to help make the city safer for those in the night-time economy. EE were also able to work with local bodies to integrate the work into Manchester's transport network, and the initiative is supported by influencers DJ Semtex, Jodie Harsh and Chelcee Grimes who will be creating and sharing bespoke content as part of the campaign.

Pete Jeavons, Marketing Communications Director at EE, said: "This campaign is a brilliant example of how our Stay Connected Data can play an important role in our customer's lives. We're excited to be using cutting edge advertising technology in a new and creative way to make the streets safer."

Franki Goodwin, CCO, Saatchi & Saatchi added: "Ocean's Outdoor Digital Creative Competition allowed us to harness the technological capabilities of DOOH to play a really meaningful role in a city's nightlife and the journeys home for people that live there. We hope that our work is the beginning of even more integration between these amazing sites and their citizens."

Ocean Outdoor Head of Marketing and Events Helen Haines said: "This campaign solves a real problem and demonstrates the power, reach and role of digital out of home as a responsible community channel in Manchester and the wider public realm. Which makes it a worthy winner of our annual digital creative competition."

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Engaging the Millennials and Gen-Z

TagTalk DOOH network at trending cafes, premium gyms and colleges

With the rapid surge in DOOH adoption, the F&B DOOH specialist TagTalk has expanded its network to premium gyms and colleges across key metros in India, partnering with key fitness centres like Anytime Fitness, Cloud9, SK27 by Salman Khan, Wellness Club by Rahul Dev, Fit7 by MS Dhoni. It has also expanded its reach among millennials through a tie-up with Innov Media for colleges.

Gautam Bhirani, Founder & CEO, TagTalk, says, "As an organisation, our focus has always been on the harder-to-reach and most prized audience - the urban Millennials and Gen-Z. Through our F&B network, launched in 2017, we were able to establish a connection with this audience group by creating a new screen experience in sync with a smartphone. This also enabled content sharing.

"Over the last few years, we were able to successfully establish a new touchpoint, complementing the audience lifestyle and behaviour for advertisers. OTT platforms became the highest spenders, followed by smartphone, beverage, automotive and lifestyle brands. With our two new networks and 700+ new locations, we are looking to increase our market share in the Indian DOOH ecosystem that has exponentially grown post Covid-19 from Rs 150 crore to Rs 450 crore."

Rahul Biswas, Group CMO, Eyetalk Media Ventures, says, "With an aim to keep expanding our largest lifestyle DOOH network in

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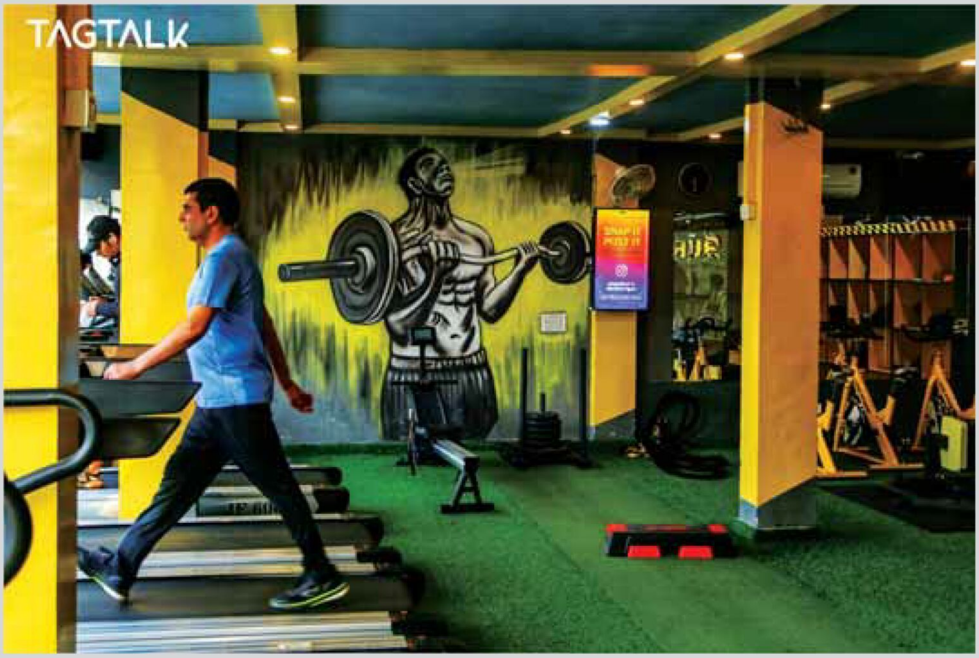

India, we are happy to announce that we have been able to digitise most minutes spent touch-points by urban millennials & Gen-Z of India. With touch points such as fitness centres and educational institutions being added to our network, we now have mapped the complete journey of the most prized Indian audience by being present where they (work, chill, workout and study), with an average network dual time of 4 hours a day 7 days a week. This by far becomes the only network catering to this TG set with the Highest OTS for brands to engage with under one umbrella."

Long-term Capital gains

As the capital city and rest of Delhi NCR sees fresh investments in OOH & DOOH media assets, there is a growing expectation that the new and innovative formats will influence the media planners, buyers and advertisers to apportion a larger share of their ad spends on this medium. Specific to the traditional roadside media, the operators underline the need for larger media formats on the lines of what is permitted in the city of Mumbai.

Pray Jani captures the key assertions of leading OOH media operators in the Delhi NCR market.

It has been an exciting year for the OOH stakeholders in Delhi NCR region, with a heavy influx of investment and ad campaigns shining a ray of hope. Media owners are positive that the revenue will see a substantial spike, with possibilities of exceeding the pre-Covid era. While this is a promising claim, that is not all! As the businesses recover in the post-Covid era, Delhi's OOH witnesses a significant transition that could reshape the media operations.

One of the prominent steps taken during the earlier year was to unify the three municipal corporations of Delhi. The North, South and East corporations became one (Municipal Corporation of Delhi) after about a decade of being divided. The unification was announced to tackle the problems of uneven distribution of resources and overcome the financial challenges that the division caused. But what does that mean for the OOH industry? The unification allows ease of operations, and the OOH stakeholders are pleased with a single body to address for all-things-Delhi.

This year saw India take up the Presidency of G20, which has vastly contributed to the rise in OOH investments. New players, new billboards, and numerous tenders have come in during this year to boost the state of the industry. The municipal corporation has urged the media owners to invest in the modification of the media assets, turning them into attractive destinations for brands.

The post-Covid phase has seen many new brand categories making an appearance on outdoor advertising formats.

Although OTT is one of the most prominent categories in recent times, Delhi has seen the number of regional businesses on OOH grow significantly. This has been due to the reduced costs of the media due to the pandemic. A large number of regional businesses are exploring the OOH industry's impact on their business. The traditional clientele of OOH has seen some shifts, with PSUs reducing their spends on marketing and advertising. However, top ad spenders have remained consistent, which is a major positive for the industry.

Delhi NCR's most prominent OOH channel is the transit media. The efficient Delhi Metro network is well-positioned in the lifestyle of the Delhi NCR population. Hence, it did not come as a surprise that it was the first to be hit during the pandemic. However, media owners have now begun to invest in metro media and metro branding infrastructure, which suggests that the industry is finally recovering. Tenders for semi-naming rights have been published in the recent months which has turned the competition into motion. Popular brands remain a big part of metro advertising as the Delhi Metro Rail Corporation (DMCR) continues to offer attractive propositions for metro branding. DOOH media on the rail network, for instance, makes it all the more attractive for brands and agencies alike.

The DOOH ecosystem is spreading fast! The post-covid era's digitisation of OOH starting from Mumbai and Ahmedabad has now come to Delhi, with media owners looking to expand their offerings through the installation of innovative DOOH formats. The unique targeting prospects of DOOH has attracted the attention of many heads from agencies and brands alike. With the metro network and DOOH media coming together, media owners believe there are countless growth possibilities that can be explored.

However, the city's buzzing OOH scenario doesn't come without its challenges. Being the capital, the municipal corporation has a responsibility towards maintaining the beauty of the city's skyline. This has led to size restrictions on the large format OOH assets. Although media owners are pushing to increase the sizes of their OOH formats, the current state of affairs will not allow a size larger than 20ftx10ft, with a few areas allowed up to 26ftx13ft size unipoles. Additionally, the tender costs have been five times the value of the industry standards, and the media owners are discussing with the MCD to bring these costs down and allow room for investment opportunities.

The industry stakeholders believe that there is ample room for growth, and they are playing an active role as investors to rebuild the industry as a whole. Alongside metro media, the stakeholders are now looking at the DOOH space for an opportunity to invest. Speaking about their investment, **Shailendra Luthra, MD and CEO, Brite Neon Signs**, says, "In recent years, we have been investing in MCD tenders and mall tenders. However, our focus now is to venture into the DOOH space. MCD has opened Delhi to allow DOOH assets and our strategy would be to expand our DOOH network since the brands too are keen on advertising on the digital media." It has been observed that the inclination towards DOOH stems from the demand from brands wanting to shift towards the data-driven DOOH network.

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"We are constructing a network of 30 digital displays, which would be India's first digital network of such a large proportion. We are very excited about this new addition to our portfolio and we are leaving no stone unturned to make it a big success," added **Jay Samal, Business Head, Media 24x7 Advertising**. He said that the advent of the digital OOH media network has allowed brands to create engaging campaigns and drive higher attention among the consumers. The transit media giants, Sapphire Media Limited have also added 310 digital screens across 31 important stations across the Pink Metro (Line 7) in Delhi.

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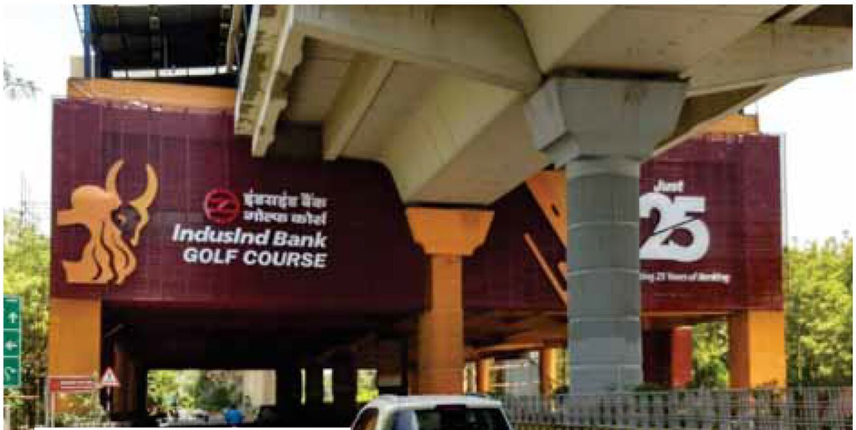
Praveen Gupta, MD, eg. Communications shares that they have taken steps to expand their metro brand proposition when they acquired the tender for the Metro lines 3 and 4. "We are currently looking to install about 150 LED screens across our newly acquired metro lines and observe how they perform in the digital-first OOH ecosystem. In the long run, we hope to add more screens to our DOOH network," he commented.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The Delhi NCR market has observed a significant rise in business owing to many factors. The MCD has released about 2 to 3 tenders per month in recent times, for multiple formats and regions. This has vastly contributed towards increasing the investment opportunities in the Delhi NCR market. **Ritesh Vasudeva, CEO, Hindustan Publicity states**, "The unification of the three municipal corporation has helped the state of OOH business in Delhi. The tender influx has led to a number of new media pouring in which provides multiple advertising options for brands and contributes to the revenue of the municipal corporation." Although the tenders have been valued higher than the market rate, which may have hindered the entry of new players, according to Ritesh, many new players have joined the OOH media owning business. This simply points to the confidence that businesses have in Delhi NCR's outdoor capabilities.

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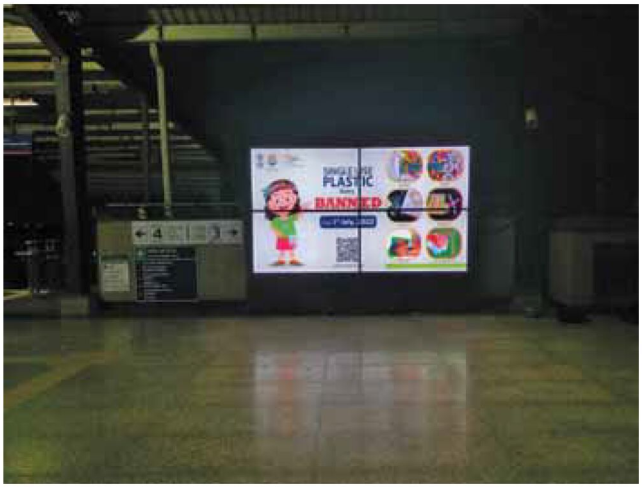

Adding to this, **Sahil Mangla, Founder & Director, Sapphire Media** comments, "Delhi-NCR is quickly emerging as the hub of the advertising world in India. One of the reasons for this shift is that big ad spenders like Maruti, Pepsi, Coke, Nestle and more, are based in Delhi-NCR. Consequently, the ad industry has grown too." The numerous tenders that have been passed may have increased the number of sites, but that may not be an accurate indication towards the growth of the industry.

Shailendra says, "The recent months have seen many new media get erected in Delhi's OOH space. This is a positive, but the growth must be backed by the spends. However, the media asset growth has happened only recently and we are optimistic that it will be backed by brands spending actively on the newer media assets."

When discussing about the brand engagement within the Delhi region, other media owners have experienced positive trends.

According to Jay, "Brand engagement in OOH advertising has increased significantly in Delhi NCR, with numerous categories utilising this medium to successfully reach their target audience. Although I do not have data for the whole of Delhi NCR market, real estate accounts for about 40% of OOH revenue in Ghaziabad, with education, FMCG, and organised retail also contributing significantly. We can also notice a strong trend of rising marketing spending in the quick-commerce and electric vehicle sectors."

DMRC has always been big on OOH advertising. They have remained in sync with the popular OOH trends and allowed media owners to implement these changes across the metro network. On the other hand, up until recently, the three municipal corporations had varying views on matters pertaining to OOH. This created discrepancies among the OOH industry within Delhi NCR. With the unification, the stand of the municipal is undergoing a shift. Discussing about the OOH regulatory environment, Sahil says, "OOH regulatory environment is positive for us because we deal with DMRC. They are supportive towards the media owners. The body is very organised, and they update themselves from time to time." On the other hand, the MCD has maintained a size cap on traditional hoardings across the city. The 20ftx10ft media formats raise concerns for the brands about their expenditure on OOH within the Delhi NCR.

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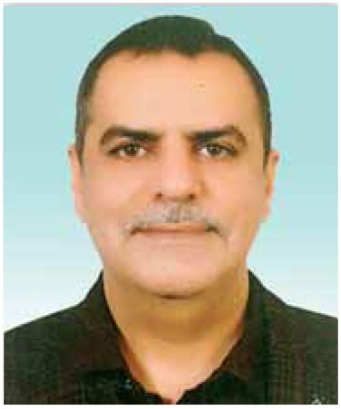

Dinesh Vasudeva, Director, Pioneer Publicity states, "The regulatory bodies must allow the expansion of outdoor media assets. In comparison to the 40ftx20ft sites in Mumbai, the sites in Delhi are not as readily opted for by the brands. With an investment like Rs 10 lakh, brands today expect a larger screen size. It would be beneficial for the industry as well as the government if the corporation could allow larger sizes in areas with room to accommodate them. Additionally, Jay points out the current OOH laws are governed by the Municipal Corporation Act of 1959, when billboards were hand-painted. With the digital billboards and vast technological opportunities in OOH, one cannot view the industry the same way it was back in 1959.

In matter of DOOH, Jay suggests, "Authorities must recognise technology-enabled media formats such as DOOH and enact regulations based on an awareness of their complexities. Additionally, operators should be allowed longer operating tenures to encourage them to make larger capital investments in contemporary infrastructure building."

He goes on to recommend a few additional changes to the OOH policies in Delhi NCR that need to be implemented. In a larger sense, Shailendra points out that the challenge that OOH industry as a whole faces is the lack of a uniform policy across the states. "When we have so many conditions for each city and state, it provides an unfair advantage to one over the others. Moreover, it confuses the clients. They are compelled to get used to the laws of each city. In my opinion, it should be uniform across the metro cities of the country," he commented.

It is certain that Delhi NCR offers many positives to the brands. The well-structured transit media network is by far the most unique and desired proposition that Delhi NCR has to offer. Moreover, the unification of the three municipal bodies has been welcomed by the OOH stakeholders. It has streamlined many of the industry's operations as it is likely to create more focused policies. The corresponding consequence of this unification has led to multiple tenders being rolled, which has potentially increased the OOH assets by about 30%. According to Praveen, this is going to hamper the demand-supply balance. However, the media owners are positive that in the coming months, many sectors will launch OOH campaigns, with even start-ups considering to step into the OOH space in coming months. With the number of campaigns on the rise, the recovery of various sectors is already seen within Delhi NCR's OOH industry. With agency bringing about 50% of the OOH business, Delhi NCR's regional businesses are gradually increasing their footing on OOH media.

Metro media continues to remain the most desired and competitive space and with DMRC allowing digital OOH assets, brands are expected to continue their position across the metro rail network. The traditional media owners are displeased by the corporation's cap on media size and are pushing to increase it in specific areas. Besides this, media owners are happy with the corporation's favourability towards digital screens in the outdoor spaces. Going forward, brands and agencies will likely keep a close eye on the development and standards of the DOOH network in Delhi NCR.

The Big Picture is Looming Large

Pray Jani captures the key assertions of top Digital Display Solutions companies on the emerging business growth opportunities in the Indian markets.

With digital screens making a significant appearance across the Indian OOH landscape, it is safe to say that we are truly into a new age of outdoor advertising. From floating DOOH screens to the digital kiosks bordering the Western Expressway in Mumbai, the DOOH wave has enveloped Mumbai's outdoor advertising space. A similar shift is being observed in Delhi NCR where newer players are entering the OOH market with high-resolution digital screens.

With the markets opening up, **Sanket Rambhia, MD and CEO, Xtreme Media** says, "We expect the DOOH industry to grow by 40% year-on-year. Following the success of the Mumbai model,

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other cities are likely to accept DOOH that will eventually lead to LED screen becoming the standard large format media in OOH."

The digital formats are becoming increasingly popular among brands and government bodies, due to its numerous benefits. According to **Vijay Wadhawan, Director, System Solutions Division, Panasonic Life Solutions India**, "A sea of data is now available for planning and analysis as mobile and sensor data collection and visualisation continue to evolve, thus leading toward a more personalised and relevant experience for consumers in the country." For government bodies, the digital screens add to the aesthetics of the city's skyline.

With the digital displays exceeding brand and consumer expectations, it has compelled the digital solution providers to become more competitive with their offerings and innovate unique solutions for the growing OOH market. "Today, you see LED displays in multiple formats, taking over spaces we didn't imagine before. In the OOH space, the media owners are conscious about their investment in DOOH displays, ensuring that they get the best, most durable product," says **Niyati Kakkar, Director, Jona LED**. Indian OOH's inclination towards digital displays has turned the gears of innovation into motion.

Kalyan Bethi, Overseas Managing Director, Image Brand (USA) says, "Image Brand deals with this issue by investing in new manufacturing technologies and processes. This includes using advanced production techniques that help reduce costs without compromising quality. For example, Image Brand uses automated production lines to increase efficiency and minimise production errors, which will reduce product prices. Another way Image Brand addresses the cost vs quality issue is by using high-quality components in the manufacturing process. This helps ensure that the finished product meets the required brightness, contrast, and colour accuracy standards."

With governments requesting bids for DOOH-based tenders, and brands opting for digital displays over static formats, the size of the digital display solutions industry has gone up. In the opinion of **Rajneesh Rawat, Managing Director, Origins Group**, "The size of the digital displays' solutions could be about Rs 100 crore right now. In this competitive space, we set ourselves apart by ensuring unmatched quality. Our first screen was installed in 2016, and it is still operating smoothly." In a price-sensitive market like India, today's digital displays solution providers face the dilemma of cost versus quality. In the up-and-coming business, it becomes pivotal for solution providers today to offer a unique value proposition at a competitive price point.

As international brands venture into the Indian digital display solutions space, it contributes to innovative and advanced technologies being introduced on the OOH landscapes. Panasonic Life Solutions, India is yet another solutions provider engaging with the brands through their advanced technological offerings. "Panasonic's Digital SignEdge (SDN) solution is a one-stop comprehensive end-to-end solution for Digital Out-of-Home (DOOH) advertising solutions. It comprises Panasonic's hardware like Professional Displays and Active LED type screens and offers complete flexibility, and control, while at the same time being cost-effective solutions. Through SDN, retailers and owners of digital screens are able to sell their DOOH spaces in real-time to advertisers through an online platform. Moreover, customers can expand their reach with advertisers present at multiple locations, taking advantage of dynamic pricing, and profiting from measurement metrics based on advertisement slot sales" comments Vijay.

While some are just entering the DOOH displays market, Xtreme Media has been the prominent provider of quality display screens for years. Being one of the initial players, they have a greater understanding of the OOH market in India and have built a strong network of OOH media owners. Sanket comments, “We have been in the industry for 25 years. In that time, we have catered to the Indian audience, and we know what they want. Moreover, our products are customised to be more durable in the Indian weather conditions.”

Origins Group is yet another solutions provider catering to the Indian market for years. According to Rajneesh, “The retail space is very careful in their investments. In recent times, however, they too have been investing in the power of digital screens, and purchasing better performing units because they see the returns on their investments.”

The digital display solutions market continues to portray potential for innovation and growth. The solution providers have focused on their key USPs to gain market share. According to Kalyan, “Image Brand offers energy efficient units which generate less heat and reduce operating costs. Their units are very flexible in nature, and their customisation capabilities help them stand apart. Moreover, our durability is a major factor that helps us stand apart. Our units offer a lifespan of over 1,00,000 hours.” To expand its market share, Image Brand offers product demos and customer support training to allow customers to utilise their product in the best possible way. Their financial options also allow media owners to opt for the best model while managing their costs effectively.

While they are a tech company, there are essentially solution providers. Taking a more literal perspective, Sanket says, “We strive to offer peace of mind through our solutions. Xtreme Media is the only company that offers a 7-year warranty on digital displays. Through this, we take away the burden from our buyers.”

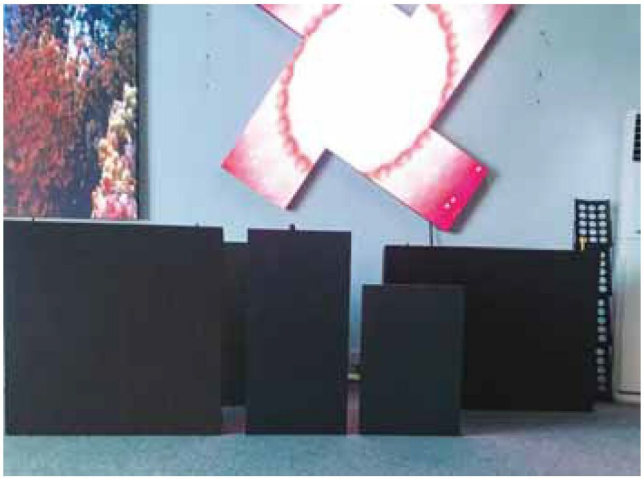
One of the concerns that the industry faces is the lack of knowledge and information. Niyati insists that one of the primary objectives of Jona LED is to educate the DOOH industry. “We conduct many workshops to engage with our buyers to educate them about our product line, and the importance of investing in a superior quality display screen. It is one thing to purchase a digital screen but often the maintenance costs are very high if they are not of the right quality,” insisted Niyati.

JONA LED
JONA LED

Adding to this, Sanket comments, “The Indian DOOH industry is still at a nascent stage and we are working to educate our potential buyers about the complexities of buying a display screen. From their hardware capabilities to their software offerings, we are working to educate our consumers about the display units.”

The Indian DOOH scenario is gaining momentum, and with it, the role of the digital display solutions providers. In the coming years, cities like Mumbai and Delhi will be expected to introduce some game-changing media assets that will redefine the nature of OOH advertising. In such changing landscapes, media owners must strive to gain knowledge about the digital ecosystem’s capabilities. With investments expected to soar, what can the digital display solution providers do to cater to this growing market?

As things stand, the solution providers are motivated to provide the best quality products. Regional and international companies are beginning to feel the heat of competitive on the digital OOH landscape. Irrespective of the outcome, one thing is certain: the Indian Out-of-home industry is the biggest beneficiary of this heated competition.



Xtreme Media’s Earth Series

An energy-efficient and cost-effective outdoor LED display.

Outdoor LED displays, although visually appealing and effective for advertising and promoting products, can consume a significant amount of electricity. This high energy consumption can lead to increased energy bills for the buyer, making it an expensive investment. The cost of running an LED display 24/7 can add up quickly and make a substantial impact on the budget of the buyer, especially those who are looking to purchase multiple displays. This can lead to a situation where buyers need to make difficult decisions about their advertising and promotional strategies and may need to consider alternative solutions that are more cost-effective.

25 SOUTH
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MEDIA
QUALITY THAT DELIGHTS

Earth Series is an energy efficient LED display series that reduces power consumption by 40%.

To avoid this situation, it is important to focus on cost-effectiveness and outdoor LED displays that have low power consumption. By choosing LED displays that are designed to be more energy-efficient, use less power, or are designed to run at lower voltages, buyers can save money on their energy bills and reduce the overall cost of ownership. Additionally, depending upon the company expertise, LED displays can be designed to consume less power and can be programmed to adjust brightness levels based on environmental conditions, further reducing energy consumption.

EARTH SERIES
ENERGY EFFICIENT OUTDOOR DISPLAYS
XTREME MEDIA
Green technology that lowers power consumption by 40%
High brightness of upto 10,000 nits
Weather & dust protection with an IP 65 rating
Lightweight die-cast aluminium cabinets
Remote screen health monitoring with Vigilant technology
Higher daytime visibility
Save energy costs by 25%
Built to last product quality

Xtreme Media's outdoor LED videowall - Earth Series comprises two variants namely **Earth** and **Earth DIP**. The series is a very good choice for such a set up as it is not only highly efficient in terms of its functionality, but also offers low power consumption, which in turn leads to saving a lot of money.

Features of Earth Series:

Earth Series is an energy efficient LED display series that reduces power consumption by 40%. Moreover, this common cathode LED helps the buyer further by reducing energy consumption without compromising on the quality. In addition to low power consumption, the display also includes features that make it ideal for outdoor usage:

- **Lightweight –** The display of Earth Series is lightweight and easy to install because of its die-cast aluminium build. A cabinet of Earth Series weighs 29 kg/m2. Additionally, the cabinets' minimal weight makes the structure simpler.
- **High brightness –** The screen is designed to deliver clear and vibrant images even in bright daylight conditions. The Earth Series has high brightness levels of up to 6,000 nits (Earth), and up to 10,000 nits (Earth DIP) which makes the display ideal for outdoor advertising and other outdoor applications.
- **Weatherproof –** Earth Series is built to withstand harsh conditions and rough handling. It has an IP 65 rating. It is made of aluminium, is rust proof and designed to withstand extreme temperatures and high humidity of that of India.
- **Green tech –** Proprietary power saving technology reduces power and heat generation, and hence keeps the screen temperature low, further enhancing screen life. This in turn reduces wastage due to reactive power and reduces electricity bill by 25%.
- **Vigilant technology –** Xtreme Media's Vigilant Technology allows the client to monitor the screen real time. This technology generates alarms in case of failures in the screen. It also generates reports of temperature, power, power consumption, fault, fault resolution, etc.

7-year warranty - In addition to these exciting and commendable features, Xtreme Media provides a revolutionary service of 7-year warranty on its screens, instilling faith in the clients concerning their products.

Xtreme Media also provides Xtreme Signage which supports up to 256-bit encryption and includes features such as two factor authentication, maker checker mechanism, file validation before playback etc.

Benefits of Earth Series:

Cost savings - Lower power consumption means lower electricity bills, which can result in significant cost savings over time.

Environmentally friendly - Lower power consumption helps to reduce greenhouse gas emissions and other environmental impacts associated with energy production.

Longer lifespan - LED display's low power consumption leads to a longer lifespan as the lower heat generation helps to prevent component damage.

Strong service network – The service team of Xtreme Media has a quick response time and helps maintain uptime. The downtime in case of failure is very low.

In conclusion, the rise in demand for LED displays that generate low power consumption is driven by a combination of environmental concerns, cost savings, regulatory requirements, and technological advancements. These factors make the LED displays economical and an ideal choice for someone who wants to save on cost and yet want an effective outdoor LED display.

Ushering in NextGen OOH

The upcoming Outdoor Advertising Convention (OAC) 2023, to be organised at the state-of-the-art Manekshaw Centre, Delhi will set the stage for key industry stakeholders to deliberate upon strategies to usher in cutting-edge technologies and best practices that power Indian OOH's ascendancy.

By M4G Bureau

ARMOUR
LPFLEX
BRIGHT
XTREME MEDIA

The annual Outdoor Advertising Convention (OAC), India's foremost Out of Home advertising business platform for knowledge sharing & collaborations, will be organised at the state-of-the-art Manekshaw Centre in Delhi on July 28 & 29 this year. OAC, which returns to the Delhi National Capital Region (NCR) this year after a gap of 7 years, will exemplify the new dynamism of OOH business in Delhi NCR, one of India's largest OOH markets while setting the stage for business leaders to deliberate upon new business strategies for OOH growth, explore collaborations with companies within India and the overseas, evaluate media investment opportunities including those in the transit infrastructure space, and think up creative solutions for delivering the highest RoI to advertisers.

The knowledge sessions at OAC 2023 will cover a vast range of themes, such as,

- Doubling OOH revenues
- Growing the DOOH / pDOOH pie
- Smart city projects / urban development & OOH
- Technology adoption for OOH competitiveness
- Retail DOOH opportunity
- Green solutions including EV charger media networks
- Ad verification & media monitoring tools.

Q & A Session
Brought to you by
ALAKH

The sessions will be addressed by global OOH leaders, top brand marketers, media planners and strategists, government officials, adtech specialists, creative professionals, among others.

The Convention will feature talks & presentations, fireside chats, focused discussions and master classes on themes that would be of interest to:

- Brand marketers
- Media Planners
- OOH buying agencies
- Creative agencies
- Government bodies like Airport Authority of India, Indian Railways, municipal bodies
- City planners & urban development authorities
- OOH / DOOH media owners
- Adtech companies
- Consultants & Technologists
- OOH / DOOH hardware/software solutions firms.

OAC 2023 will have 3 key modules:

- The Convention
- The Outdoor Advertising Awards (OAA) 2023 & Awards Function
- OOH Expo 2023.

The Convention will also feature the highly popular The Quintessential OOH Quiz that will be an open quiz having the participation of all delegates. Attractive prizes will be given away to the winners and runner-up.

Besides, audiences will be encouraged to submit their questions via the OAC app during each of the knowledge sessions, and the best question adjudged by the speaker or panel of each session will draw a cash prize.

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Present your best works diligently

Vasant Jante shares his experience of organizing the annual Outdoor Advertising Awards (OAA) contest and the tough calls that were taken time to time to make the judging process water-tight, fair and truly merit-based.

ROSHANSPACE
ideas magnified
PRESENTS
OUTDOOR ADVERTISING AWARDS 2022
OAA

Awards.... Awards.....Awards...

Currently, there are too many awards happening in the advertising and marketing domain in India. While it is always good to recognise meritorious work and the people who were instrumental in planning and creating them, awards contests lose their sense of purpose and the credibility the moment the organisers adopt the 'please all' approach by giving away awards to people who in their eyes are to be kept in good humour. The damage that such an approach does is not limited to the organisers of the awards contest but tends to put the entire industry on a sticky wicket. Unfortunately, in some quarters of the industry awards are given away in conjunction with the business interests of the organisers, and that creates an impression in the minds of many who plan to participate in such contests that perhaps the awards are indeed available for a sum of money.

When we set out to institute the Outdoor Advertising Awards (OAA) contest in 2005, we had a rather limited knowledge of how such a contest were to be organised but at the same time we were guided by our own philosophy of creating a contest that recognises the most outstanding works in the Indian OOH industry while setting the gold standards for recognising meritorious works. Since then, year after year we have made amendments to the awards categories, the governing rules and the like with primary objective of making the whole contest competitive, merit-based, and forward looking.

In the initial years, from 2005 to 2007 we seemed to invested in the OAA Jury the sole authority to decide the winners of the metals in various award categories. However, we learned that there was scope for some of those decisions to be stage-managed. Hence, in 2008 we introduced an online platform for judging of the entries, and perhaps we among the earliest in the industry to adopt this approach. And, it did wonders. We were able to eliminate the personal bias for Jury members towards any particular participating entity.

For this, we brought in a secret voting process and with no discussion among the Jury members. Moreover, we divided the entries into three lots and arranged for three separate Jury meets. That provided the Jury adequate time to evaluate each entry before putting down their scores. Thus, a single Jury members was now judging about 150 entries, instead of 400-500 entries.

But even then we saw scope for more improvements in the adjudication processes, as there evidently scam entries creeping into the contest. In my discussions with the OOH industry leaders on how to eliminate the scam entries, one of them asked me, “Why do you want to became the police”. I responded to that by saying that “It is my responsibility to make sure that we remove the scam entries and see that awards go to genuine work”. That person was surely not pleased with my take on the matter.

In 2017 we took one major step in the OAA process. We introduced certain minimum criteria for accepting entries, such as, the minimum number of formats used or the minimum number of cities covered, etc. In doing so we managed to remove 100% of the scam entries. At the same time we were able to eliminate some 80% duplicate entries featuring in multiple special categories.

However, these decisions have had a telling impact on our business. For one, the number of entries in the OAA contest dropped from 400-450 to 250, which also meant that our earnings from the contest shrunk quite significantly. I might add that these stringent conditions also left some industry leaders upset as they stood lesser change to win awards by the bagful.

At the same time the vast majority of Indian OOH industry leaders were appreciative of our efforts to make the contest and judging processes watertight, allowing for no space for bias, manipulation and arbitrary action.

Today we can proudly say that we are highly successful in weeding out scam entries from the OAA contest. Here I must also acknowledge the highly professional and passionate approach adopted by the brand marketers who join the Jury.

In closing, the question that still remains to be addressed is, why industry looks for awards. One, it is prestigious and gives instant recognition. This is particularly important for the specialist agencies who are called upon to showcase their awards wins when pitching for client business.

Here, I would like to point out that in a competitive contest like OAA, to emerge the winner one should not only bring to the table good work, but also document the entries in the most professional way as to get the attention of the Jury. The presentation too has to be of the best quality.

Often times, we have noticed that this documentation is left to a relatively less experienced team member who might not be trained to showcase the work in the best possible manner. Even the visual elements included in the entries need to be of a certain quality, unlike the kind of images that sometimes get submitted – like the ones agencies take as proof of work for raising their bills with the clients.

There is little meaning in vying for the awards with half-baked documentation and presentation, and vent out the frustration on the organiser when the awards do not go to them.

OOH advertising is changing across the globe, and it is our responsibility to ensure the contest in keeping with the current advertising patterns and formats.

Well, if you are planning for your organisation’s participation in the Outdoor Advertising Awards 2023 contest that will shortly be opened for entries, do plan in advance and invest the responsibility on the right people for the same. It is imperative that you put your best foot forward in order to win the coveted metals.

I look forward to meeting our industry compatriots at the OAA awards function at Manekshaw Centre, Delhi on July 29.

Changediya Outdoor Advertising: Setting quality benchmarks

The Ahmednagar-based outdoor media owning firm commands a domineering presence on the city landscape with media assets located at the most vantage places. The company is now venturing into the DOOH space.

By M4G Bureau

The city of Ahmednagar, a historical place that was founded in 1490 and which stands today as a bustling tourist destination, has been growing in stature as an OOH advertising destination as well. Over the years, Changediya Outdoor Advertising under the leadership of the agency's founder Director Adesh Changediya has been playing a catalytic role in defining the OOH business contours of the city of Ahmednagar.

Changediya Outdoor Advertising commands an impressive 70% share of the outdoor media assets in the city, cites Adesh Changediya, while he explains that the main media formats being offered to the advertisers are hoardings, kiosks and gantries.

Apart from having the numerical strength in terms of media ownership, Changediya Outdoor Advertising also has its media put up at vantage locations across the city. Adesh states that most of the media sites are located in the city's key commercial hubs, while some others are located along the highway that runs through the city. These carefully chosen site locations have given the OOH media owning company significant advantage when offering their media to advertisers and media buying agencies.

Adesh reckons that media locations and formats offered by Changediya Outdoor Advertising are found to be delivering high impact for the campaigns launched. When asked how the company gauges the impact delivered to the advertisers, Adesh says that it is not just about an advertiser getting enquiries based on a given campaign. Rather, the campaign should also help generate high brand recall in the minds of the consumers, which is a good measure of success.

An impactful campaign is also about the creatives that are used. While Changediya Outdoor Advertising does not engage in any creative designing for campaigns, Adesh states that they do recommend particular creative agencies to clients. "We have many specialised agencies in Ahmednagar for that. We provide pure outdoor media solutions. We are not into the creative part of it," he reaffirms.

Changediya Outdoor Advertising pays particular attention to the quality of its media assets, including their structural stability. The company systematically gets all its media assets duly certified by competent structural engineering experts, and the overall maintenance including painting is done without exception, says Adesh.

Regulatory compliance is an important aspect of outdoor advertising business. Adesh explains that the company strictly adheres to all local municipal laws and regulations, such as those pertaining to formats and placements. "We take all the detailed permissions of the concerned authority and those are renewed from time to time. Moreover, we display the advertising license details on our assets," he says.

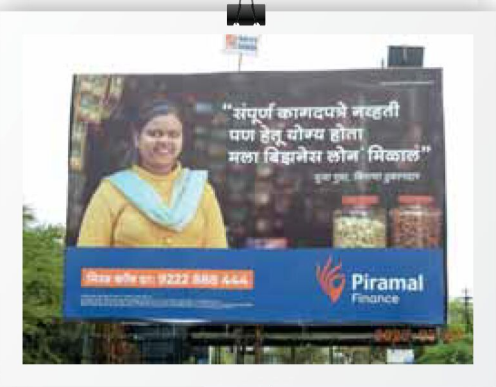
When asked if the company offers any targeting or segmentation options for outdoor advertising, such as demographics or location-based targeting, he responded by saying:

"Obviously, we suggest, and accordingly, we plan for our client's media."

Operating in a Tier 3 city, Changediya Outdoor Advertising is not faced with the need for adoption of the latest technologies for OOH that come into the market. It might not be feasible for the company to introduce any high-tech in its offerings, but there is still the effort being made to introduce new formats that would be attractive to the advertisers. Ahmednagar did not have any unipoles on the city landscape until Changediya Outdoor Advertising introduced this format. “Now we are coming up with the LED hoardings,” he says.

“We have a very good team, and also we have very advanced software with us which help us to be updated about campaign durations and media occupancy,” he says, while adding that the automated reminders are useful for planning the media occupancy.

The company has set its vision of reinforcing its status as the most innovative and quality conscious media operator in the city of Ahmednagar.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मज़ेदार नहीं
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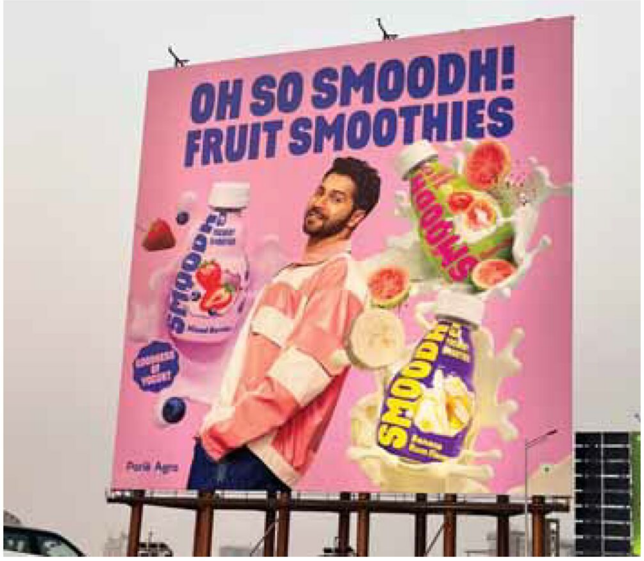
The 'Goodness of Yogurt' a delicious spread

Actor Varun Dhawan exudes the brand's energetic attributes in the creative.

Popular Bollywood actor Varun Dhawan, national brand ambassador of Parle Agro's 'SMOODH' fruit smoothies, features in the brand's OOH campaign that has been unveiled at the onset of the days leading to the summer season. The campaign features the 'Goodness of yogurt', a new offering under the SMOODH brand, which itself was launched a year ago.

Malayalam actor Dulquer Salmaan is the brand ambassador the southern markets. The SMOODH brand launch last year had Varun Dhawan exuding the cool and energetic attributes of the beverage. The company has a bevy of other brands that include Frooti, Appy, Appy Fizz, BFizz, Bailley, Bailley Soda, Dhishoom and Frio.

In Mumbai, the campaign ran on multiple traditional media formats, from bus shelters and gantries, to billboards.


OH SO SMOODH!
FRUIT SMOOTHIES
SMOODH
GOODNESS OF YOGURT
Parle Agro

SMOODH BANANA SMOOTH

SMOODH FRUIT SMOOTHIES
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OH SO SMOODH!
BERRY SMOOTHIE

OH SO SMOODH!
BERRY SMOOTHIE

Tested like Samsonite

The airport campaign, executed by Rapport Outdoor Advertising in association with Times OOH, amplifies the toughness & durability of the product offering.

Leading luggage brand Samsonite recently launched its Tested like Samsonite' campaign at T2, Mumbai International Airport, in association with Times OOH. The category leader rolled out an extensive multimedia campaign across the departure and arrival terminal of the airport.

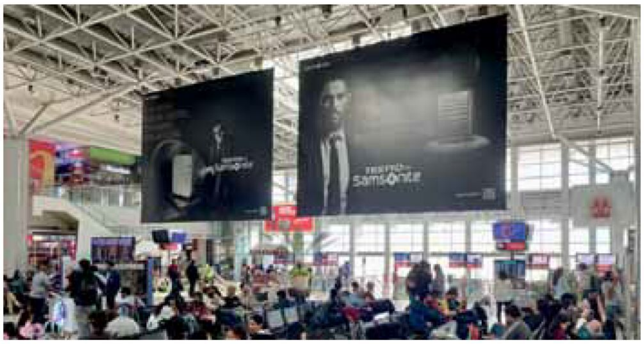
Samsonite has taken the mainline campaign communication to the airport that highlights its range of products that undergo the toughest strength and durability tests before they are considered worthy for the end user. Featuring Amitabh Bachchan, Yuvraj Singh and Mithali Raj, the campaign compares hardships of life to strength and durability tests that Samsonite products undergo.

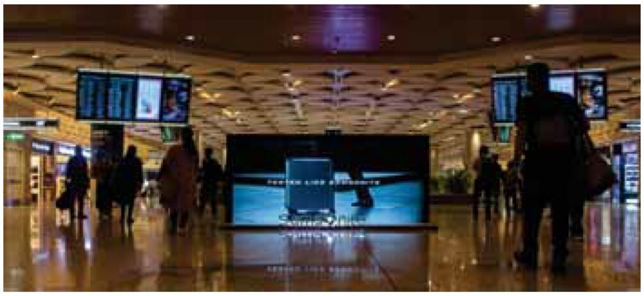
Leveraging location-based targeting, Samsonite zeroed upon the airport as an avenue to target premium decision-makers with the campaign. Mumbai Airport, T2 is one of the busiest airports in the world that caters to both national and international audiences. The Mumbai airport has already crossed pre-Covid passenger traffic in December 2022 with 1.5+ lakh traffic in a single day as per CSMIA.

An eclectic array of high-profile advertising installations including static as well as digital formats has been taken by the brand to target airport travellers. In collaboration with Rapport Outdoor Advertising and the media expertise of Times OOH, the brand strategically road-blocked strategic locations at the airport to ensure consistency in communication and generate a high impact and recall.

Additionally, an exclusive digital video wall has been used to build a larger-than-life impact for the campaign that constantly showcases the different product campaigns designed by the brand. The exclusive video wall is placed right at the Security holding area entry point as it is the common area for all passengers to proceed at the airport ensuring maximum visibility for the campaign.

"OOH is a strategic medium for advertising that offers assured results with the right optimisation of the media. The airport is one such avenue that fits very well when it comes to premium media, elite audience, national and international audience, and scope of innovation. Samsonite has efficiently optimised the airport media with the right strategy and plan in terms of executing innovation, tapping touchpoints, and creating a high impact for the campaign," says **Sumit Chadha, Business Head, Times OOH**.





Samsonite
THE MORE YOU'RE TESTED, THE MORE YOU BECOME.
TESTED by Samsonite

It's BAY watch at the Juhu!

Yoga on the beach, powered by Zen Digital Media

Mumbai-based Zen Digital Media launched a new initiative called *Beach And You (BAY)* by which the DOOH operator's floating LED screen Broadcoasters off the Juhu Beach featured yoga instructions given by expert yoga instructor Himanshu Mehta, who is also the author of the book "Making of a Yogi".

The BAY event was open to all visitors at the Juhu Beach, with the DOOH screen displaying *Surya Namaskar with Chakra* meditation poses for them to follow. The "108 Suryanamaskar group" was followed by a significant number of people who performed the yoga on the beach.

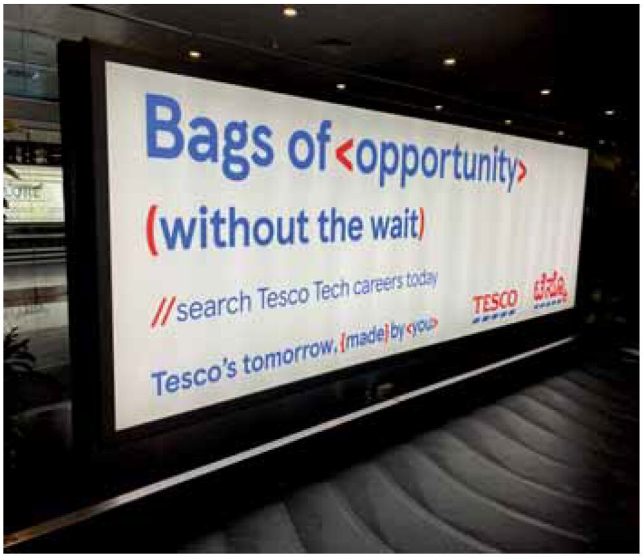
Zen Digital Media states that "this is just the first of what's in store to come at Juhu Beach through this initiative."

Tesco highlights 'bags of opportunity'

The display at Bengaluru's Kempegowda International Airport says it all.

The Tesco media display alongside the baggage conveyor belt at Bengaluru's Kempegowda International Airport illustrates what a smart copy can do to attract audience attention. Keeping in view the profile of air passengers at this airport, a sizeable section of whom would be tech professionals, Tesco has cleverly messaged the 'Bags of Opportunity' that beckons professionals at retail major. The call to action is precise – 'search Tesco Tech careers today'.

Today, as OOH/DOOH enters a new phase of growth, powered by adtech, contextual advertising and smart creatives will go a long way to powers this growth momentum.


Bags of <opportunity>
(without the wait)
//search Tesco Tech careers today
TESCO
Tesco's tomorrow, {made} by <you>

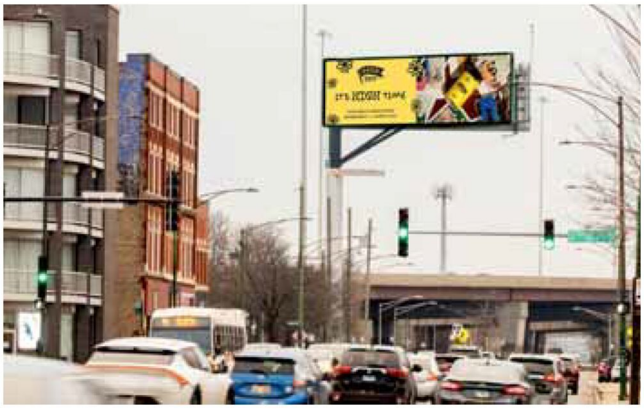
High up in Chicago

JCDecaux North America report cites nearly 60% engaged with the ad in some way.

As any product gains popularity, out-of-home media quickly becomes a dependable tool for retailers looking to secure a sizeable market share and stand out against an influx of competitors, states a report posted on the JCDecaux North America website. In the case of recreational marijuana, legalized by Illinois in 2020, outdoor ad spaces are being used by distributors to reach a vast consumer audience who find themselves within various stages of the purchasing funnel.

The report cites that "Of those who noticed, nearly 60% engaged with the ad in some way; 54% shared advertiser info by word-of-mouth, 48% visited the advertiser's website, and 45% made an in-store purchase."

These findings support the use of OOH media by brands like Aeriz to execute highly impactful advertising that achieves legitimacy and credibility in a format that cannot be tuned out or ignored.



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